Staff **Summary** Report



To: Mayor & City Council Through: City Manager

Agenda Item Number <u>25</u> **Meeting Date: 07/26/01**

SUBJECT:

TAILGATE SPORTS BAR AND GRILL #SGF-2001.54

PREPARED BY:

DeeDee (D²) Kimbrell, Planner II (480-350-8331)

REVIEWED BY:

Dave Fackler, Development Services Manager (480-350-8333)

BRIEF:

This is the first public hearing for Tailgate Sports Bar and Grill for an Amended

General and Final Plan of Development with two use permits and a variance at

930 West Broadway Road, #17.

COMMENTS:

PLANNED DEVELOPMENT (0406) Hold the first public hearing for TAILGATE SPORTS BAR AND GRILL (Dennis Corderman, property owner) for an Amended General and Final Plan of Development including a variance and 2 use permits located at 930 West Broadway Road #17. The following approval is

requested from the City of Tempe:

#SGF-2001.54 An Amended General and Final Plan of Development for Broadway Festival Shopping Center, for a sports bar and grill consisting of 2,520 s.f. tenant space. The total center includes 34,775 s.f. of building area on 3.08 net acres in the PCC-1 Zoning District, located at 930 West Broadway Road. (Please

see list of use permits and variance on attachment #2.)

Document Name: 20010726devsrh13

Supporting Documents: Yes

SUMMARY:

The applicant is requesting an Amended General and Final Plan of Development for Broadway Festival Shopping Center for a sports bar and grill consisting of 2,520 s.f. tenant space located at 930 West Broadway Road. Also requested is one variance, to waive the requirement that Parking by Demand can be utilized only for sites of at least 100,000 s.f. of gross floor area, and two use permits, one to allow a 2,520 square foot sports bar in the PCC-1 Zoning District and the second to allow parking to be provided based on demand (shared parking). The Police have met with the applicant and they are working on a security plan for the establishment. Staff recommends approval subject to conditions. Planning Area Advisory Board (PAAB) supported this request at their meeting July 11, 2001 by a 7-0 vote. To date, two letters of opposition and two letters of support have been received. Note: Planning Commission is scheduled to hear this case on July

24, 2001.

RECOMMENDATION:

Staff – Approval, with conditions

PAAB – Approval, with considerations

Public – Support & Opposition

ATTACHMENTS:

- 1. List of Attachments
- 2. History & Facts / Description
- 3-4 Comments
- 4-5 Recommendation / Reasons for Approval / Conditions of Approval
- A. Location Map
- B. Site Plan
- C. Floor Plan
- D. Letter of Explanation/Intent
- E. Parking Study -6/20/01
- F. Letters of Opposition
- G. Letters of Support
- H. PAAB Recommendation 7/11/01

HISTORY & FACTS:

December 14, 1967. City Council approved a rezoning from R-3 to PSC-1 (now PCC-1) for this parcel.

August 16, 1984. City Council approved an Amended General and Final Plan of Development for

Broadway Festival including a parking reduction from 195 to 170 parking spaces.

August 13, 1985. Planning Commission denied the request by Trammell Crow for a parking

reduction from 220 spaces to 170 space (23.4%) by a 6-0 vote.

August 16, 1985. Trammell Crow Company filed a formal appeal to the City Council based on the

Planning Commissions decision to deny the parking reduction.

September 19, 1985. City Council upheld the Planning Commissions decision, which denied a parking

variance, requested by Trammell Crow to reduce the number of parking spaces

from 220 to 170 spaces.

July 10, 2001. Planning Commission continued this request per the request of Planning Area

Advisory Board (PAAB) chairman (Roy Hoyt).

July 11, 2001. PAAB supported this request by a 7-0 vote.

DESCRIPTION: Owner – Stellar Corporation, Dennis Corderman

Applicant – DACS LLC, Alex Cusack

Parking consultant - Parsons Brinckerhoff, Daniel Hartig

Existing zoning – PCC-1 Total site area – 3.08 acres Total bldg. area – 34,119 s.f.

Proposed bar area (Tailgate) -2,520 s.f.

Parking required by Shared Parking Model – 158 spaces

Total parking provided – 173 spaces

Use Permits:

a. Allow a 2,520 s.f. sports bar in the PCC-1 Zoning District.

b. Allow parking to be provided based on demand (shared parking)

Variance:

Waive the requirement of Parking by Demand for sites of at least 100,000 s.f. of gross floor area.

COMMENTS:

The applicant is requesting an Amended General and Final Plan of Development for Broadway Festival shopping center for a sports bar and grill consisting of 2,520 s.f. located at 930 West Broadway Road. Also requested is one variance to waive the requirement of Parking by Demand for sites of at least 100,000 s.f. of gross floor area. And two use permits, one to allow a 2,520 square foot sports bar in the PCC-1 Zoning District and the second to allow parking to be provided based on demand (shared parking).

Current tenants of Broadway Festival shopping center represent a mix of uses. The shopping center consists of a building space of approximately 34,119 s.f. The applicant's intent is to open a sports bar and grill for the local community and neighborhood. It will serve food and refreshments, and provide opportunities for billiards and to view sports any time of the day. Their proposed hours of operation are 10:00 a.m. to 1:00 a.m.

A use permit is required for a sports bar in the PCC-1 Zoning District. This use appears to be compatible with surrounding businesses and should not negatively impact surrounding development.

Also included in this request is a use permit for parking by peak demand. The parking consultant submitted a parking study on June 20, 2001, using both the City of Tempe's parking ordinance requirement and a comparison of actual parking demand today and estimated future parking needs.

The consultant indicated that the existing parking supply for the entire site is 173 parking spaces. 226 parking spaces would be required by ordinance for current and projected uses for the center. According to the parking model, peak parking demand for the proposed and assumed uses (bar & retail) is 56 spaces and would occur from 7:00 to 8:00 p.m. and peak parking demand for the entire center occurs between noon and 1:00 p.m. requiring 158 spaces. Since there are 173 spaces available, then there would be a surplus of 15 spaces, based on this model. Staff has reviewed the parking study and concurs with the report.

Per Zoning Ordinance 808, shopping centers that are less than 100,000 s.f. in size need a variance to allow parking by demand. This is a technicality, as there are quite a few shopping centers under 100,000 s.f. in size in Tempe that utilize a shared parking model. Staff believes the variance should not be detrimental to surrounding properties.

The applicant is working with the Police Department to develop a security plan and the plan will be finalized before City Council action.

Staff supports the use permits and variance, and concurs with the parking study. We believe that the proposal should not significantly increase traffic, cause a nuisance, contribute to the deterioration of the neighborhood or downgrading of property values, or cause disruptive behavior. We believe this parking demand model is compatible with existing surrounding uses, therefore we support the request. Northwest Tempe Neighborhood Planning Area Advisory Board (PAAB) supports this request with some concerns regarding the narrow alley-way adjacent to the neighborhood to the north, proposed operating hours until 1:00 a.m. and the potential noise and smells emanating from the business. PAAB suggested, that the applicant look at closing the bar at midnight instead of the proposed 1:00 a.m. The applicant addressed PAAB's concerns in detail at their meeting on July 11, 2001. To date, staff has received two letters of opposition and two letters of support.

RECOMMENDATION:

Approval, subject to conditions

REASON(S) FOR APPROVAL:

- 1. The use permits and variance appear to pass the required ordinance test and should have no detrimental impact on persons residing or working in the vicinity, to adjacent property, the neighborhood, or to the public welfare in general.
- 2. The parking by demand study appears to be compatible with existing surrounding uses.

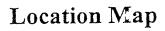
CONDITION(S) OF APPROVAL:

- 1. On or before August 9, 2003, the applicant shall return to City Council for review of compliance with conditions.
- 2. The use permit is for the current owner of Tailgate Sports Bar and Grill (DACS, LLC) only. Should the business be transferred, the new owner must reprocess to the Council for separate approval.
- 3. No outside dining shall be allowed on the premises unless permitted in writing by the City after appropriate public hearing and approvals.
- 4. No live entertainment will be allowed unless permitted in writing by the City after the appropriate public hearing and approvals.
- 5. No noise shall emanate beyond the walls of the building. The two doors leading to the back of the shopping center shall be closed at all times and used for emergency exit only. Management shall prohibit patrons from leaving by way of the back doors.
- 6. Business hours shall be restricted to 10:00 a.m. to 1:00 a.m. as outlined in their letter of intent.

- 7. The disposing of trash will be conducted in the morning business hours only.
- 8. Any intensification or expansion of the use shall require the applicant to return to the City Council for further review.
- 9. Any significant verifiable police complaints (as determined by the City Attorney and Police Dept.) shall require the applicant to return to the City Council for re-evaluation of the use permit
- 10. The applicant shall resolve all lighting and security details with the Police Department prior to City Council action.
- 11. A security plan agreement shall be executed and approved with the Police Department prior to Council action



TAILGATE SPORTS BAR AND GRILL SGF.2001.54 -R'1-6 R-3 C-1 BROADWAY RD HARDY DR I-1 I-1 INDUSTRIAL PARK AV SITE PCC-1





TAILGATE SPORTS BAR AND GRILL

SGF-2001.54

SYMBOL(S):



FXISTING BUILDING(S)



EXISTING REQUESTING USE PERMIT(S) AND VARIANCE(S)

USE PERMIT(S): (SEE BELOW)

SITE DATA:

SITE AREA:

134,775 S.F./3.08 ACRES

TOTAL BUILDING AREA:

34,119 S.F.

PROPOSED BAR

2,520 S.F.

PARKING REQUIRED:

FOR CENTER:

203 SPACES

FOR TAILGATE SPORTS BAR:

50 SPACES

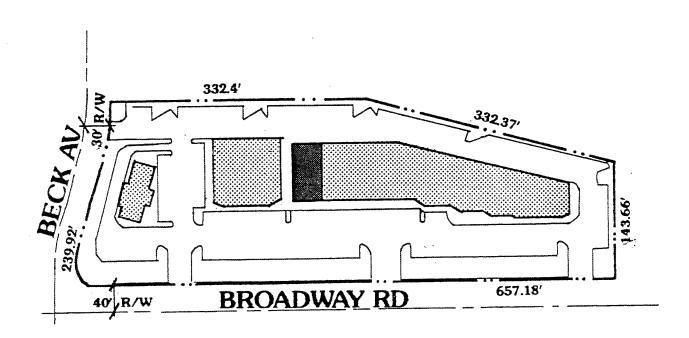
PARKING PROVIDED:

FOR CENTER:

PARKING BY DEMAND

VARIANCE(S):

(SEE BELOW)





PUBLIC HEARING NOTICE

This is a notice for a public hearing for TAILGATE SPORTS BAR AND GRILL (Dennis Corderman, property owner) for an Amended General and Final Plan of Development including a variance and 2 use permits located at 930 West Broadway Road #17. The following approval is requested from the City of Tempe:

#SGF-2001.54 An Amended General and Final Plan of Development for Broadway Festival shopping center for a sports bar and grill consisting of 2,520 s.f. The total center includes 34,775 s.f. of building area on 3.08 net acres in the PCC-1 Zoning District, located at 930 West Broadway Road, including the following.

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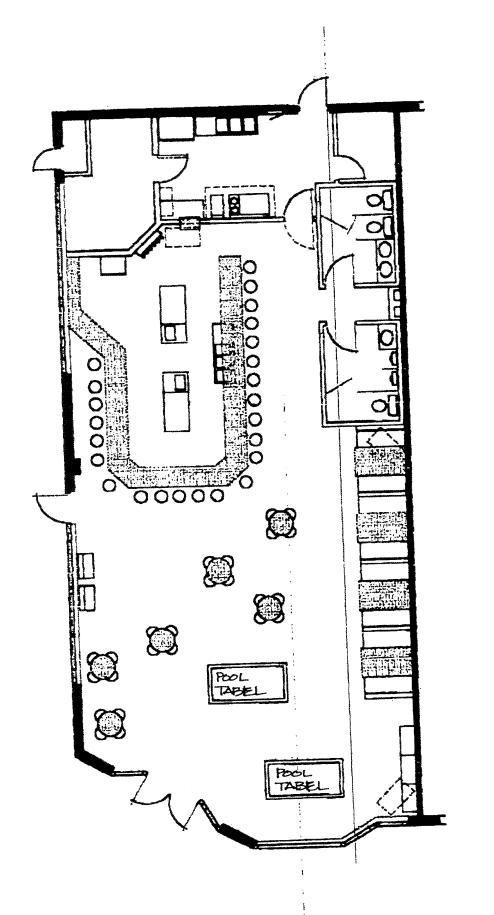
SITE AREA - 13-13B 54 SF

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TOTAL BULDNO AREA - 34,775 SF

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FLOOR PLAN

JUN 1 2 2001 56F · 2001.54

Mrs. Alex Cusack DACS, LLC dba **Tailgate** 930 W. Broadway, #17, Tempe, AZ 85252

Planned use of the above premises

It is our intention to open a Sports Bar & Grill at the above location on and from September 1, 2001. The hours of opening will be designated as 10:00 a.m. to 1:00 a.m.

The main target market is the local community neighborhood (family residences) for food and refreshment any time of the day with a safe place to congregate and/or view sports games. The secondary market is to provide business breakfasts and lunches for local industry.

The key operational activities and areas of service delivery will include the following:

- Serving food and related light refreshments (coffee etc.)
- Serving liquor, beer and soft drinks maintaining a secured area for liquor storage and appropriate temperature controls for beer
- Providing televisions to view sports events on a day-to-day basis
- 2 Pool tables
- 2/3 Video games
- Jukebox music
- Possible future Karaoke evenings
- Ensuring a safe and secure environment for people to come together
- A 12-year experienced and very involved manager to run the operations (my son-in-law)
- A trained staff in liquor management and controls 8 staff in all working 8-hour shifts
- Continued engagement of A.L.I.C. liquor consultants to assist in monitoring adherence to legal and local standards of operations

We will endeavor to be an active member of the community by seeking out community associations and neighboring businesses, and soliciting their views and ideas around the delivery of our business.

JUN 2 2 2001 56F 2001.54



Parsons Brinckerhoff 1501 West Fountainhead Parkway Suite 400 Tempe, AZ 85282 480-966-8295 Fax: 480-966-9234

June 19, 2001

Mr. Darrin Childers 930 W. Broadway Tempe, AZ 85282

Re: Shared Parking Study

Dear Mr. Childers:

INTRODUCTION

The purpose of this report is to document the anticipated parking required with the addition of new uses at the site known as Broadway Festival located at the northeast corner of Broadway Road and Beck Avenue in Tempe. This report supersedes the one dated June 10. This report is divided into two sections: the first section documents the existing parking condition and the second section analyzes the anticipated parking needs with the planned and projected uses.

EXISTING CONDITIONS

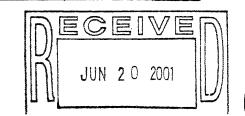
The current site layout is shown on Figure 1. The site is a commercial center with three individual buildings that contain a total of 34,119 square feet. The current parking supply is 173 spaces.

The current uses and code parking requirements for the site are summarized in Table 1.

TABLE 1: CURRENT USES

ADDRESS	USE	SIZE (SQ FT)	CODE PARKING
930 W. Broadway	Retail	12,368	49
930 W. Broadway	Office	1,024	4
930 W. Broadway	Restaurant	2,522	34
930 W. Broadway	Medical	1,353	9
930 W. Broadway	College	1,173	6
930 W. Broadway	Vacant	5,520	62*
1010 W. Broadway	Retail	7,810	31
1030 W. Broadway	Restaurant	2,349	31
	TOTAL	34,119	226

^{*}Assumes 2520 sf bar/restaurant and 3000 sf retail





A parking demand count was conducted on Wednesday, June 6, and Thursday, June 7, 2001 between 8:00 am and 8:00 pm to document the actual parking for the existing uses. The results of those counts are summarized in Table 2 (attached). As can be seen in Table 2, the parking demand ranged from 18 to 96 cars parked on Wednesday and from 21 to 108 cars parked on Thursday. Table 2 also shows the maximum number of cars parked each hour during the two days.

Table 2: Existing Parking Demand

DATE	6-6-01	6-7 - 01	
	# of Cars Parked	# of Cars Parked	Maximum Cars Parked
8:00 AM	18	21	21
9:00 AM	27	31	31
10:00 AM	43	43	43
11:00 AM	52	58	58
Noon	71	71	71
1:00 PM	96	95	96
2:00 PM	91	108	108
3:00 PM	62	81	81
4:00 PM	71	72	72
5:00 PM	56	72	72
6:00 PM	54	75	75
7:00 PM	52	55	55
8:00 PM	3 3	51	51

FUTURE CONDITIONS

The current plan for the site is to add a 2,520 square foot restaurant/bar. The remaining 3,000 sq. ft. of vacant space is assumed to be developed as retail use for the purpose of this evaluation. The code parking requirements for the proposed and assumed uses are presented in Table 3.



Jun-19-01 05:56pm

TABLE 3: CODE PARKING REQUIREMENTS

USE	SIZE (SQ FT)	PARKING REQ'D
Retail	3,000	12
Restaurant/Bar	2,520	50
TOTAL	5,520	62

The next step in the analysis is to determine the projected parking demand by time of day for the proposed and assumed uses. The city of Tempe has developed a shared parking model which provides factors to define a percent of total code parking required by time of day for a variety of land uses for local conditions. The shared parking model is a tool to reflect the fact that not all uses have their peak parking requirement at the same time of the day, and that uses do not require 100 percent of their parking demand every hour. These factors were applied to the retail and restaurant/bar uses to determine a peak parking demand by time of day for the new uses. This analysis is presented in Table 4.

As can be seen in Table 4, the peak parking demand for the proposed and assumed uses, according to the shared parking model, is 56 spaces and would occur from 7:00 to 8:00 pm. This is less than the code requirement for the same uses.

COMBINED PARKING

The last step in the analysis is to combine the parking demand for the existing uses with the projected parking demand for the proposed and assumed uses obtained from the shared parking model to obtain a total parking demand for the site. This is shown in Table 5. Note that Table 5 includes an adjustment factor. For both actual parking counts and shared parking analysis, it is accepted practice to allow a 10 percent surplus for some fluctuation in the accuracy and consistency of the time of day demand as well as adequate surplus to "find" a parking space.

As shown in Table 5, the total parking required for the site based on existing demand and the shared parking analysis is 158 spaces. This occurs between noon and 1:00 pm. This is less than the 173 spaces currently provided.

TABLE 4: SHARED PARKING DEMAND

	5520		62	TOTAL	REQUIRED	12	17	20	44	52	48	34	30	30	40	48	55	56
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AURANT	2520	50	50	NUMBER	REQUIRED	10	13	15	38	43	38	23	18	20	30	40	48	50
BAR/RESTAURANT		Andrews and Annex Andrews (Annex Annex Ann		% OF TOTAL	REQUIRED	20	25	30	75	85	75	45	35	40	09	80	95	100
	BLDG AREA	SQ FT/PARKING	PARKING REQ'D		END HOUR	8:00 AM	9:00 AM	10:00 AM	11:00 AM	Noon	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM

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TABLE 5: TOTAL PARKING DEMAND

EXIST	EXISTING PARKING DEMAND	NG DEMA	Q.		S	HARED PA	SHARED PARKING DEMAND	AAND		TOTAL
					BAR/RESTAURANT	AURANT	RE	RETAIL	TOTAL	PARKING
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10:00 AM	43	43	43		30	15	40	5	20	69
11:00 AM	52	58	58		75	38	50	9	44	112
Noon	7.1	7.1	71		85	43	75	6	52	135
1:00 PM	96	95	96		75	38	85	10	48	158
2:00 PM	91	108	108		45	23	95	-	34	156
3:00 PM	62	91	81		35	18	100	12	30	122
4:00 PM	71	72	72		40	20	85	10	30	112
5:00 PM	56	72	72		09	30	80	10	40	123
6:00 PM	54	75	75		80	40	7.0	8	48	135
7:00 PM	52	55	55		95	48	09	7	55	121
8:00 PM	33	51	51		100	50	50	9	56	118

Over a Century of Engineering Excellence

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Based on this analysis, it is not expected that the parking demand for the subject site, with the addition of the proposed restaurant/bar and assumed retail uses, will exceed the current parking supply.

This analysis is based on the assumptions, conditions, and data provided to us and presented in this letter. Any changes in the development or parking provisions would require a new evaluation of the conditions.

If you have any questions or would like to discuss this analysis, please do not hesitate to contact me.

Sincerely,

Parsons Brinckerhoff Quade & Douglas, Inc.

Daniel J. Hartig, PE

Daniel & Herting

Senior Professional Associate

cc: file





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Kimbrell, Deedee

From:

Brittingham, Fred

Sent:

Monday, July 02, 2001 1:51 PM

To:

Venker, Steve; Kimbrell, Deedee; Tapia, Hector

Subject:

FW: Tailgate Sports Bar & Grill

Here is some input for the meeting next week on this case. We need to include this in the report. Thanks, FRED.

----Original Message----From: Arredondo, Ben

Sent: Monday, July 02, 2001 1:47 PM

To: 'hadia@qwest.net'

Cc: Fackler, Dave; Brittingham, Fred Subject: RE: Tailgate Sports Bar & Grill

Donna and Tom,

I have forwarded your concerns to staff. Thank you for sharing your views with me.

Ben Arredondo

----Original Message----

From: donna redfrod kruck [<mailto:hadia@qwest.net>]

Sent: Saturday, June 30, 2001 9:06 AM

To: ben arredondo

Subject: Tailgate Sports Bar & Grill

6/30/01

Dear City Councilman Arredondo:

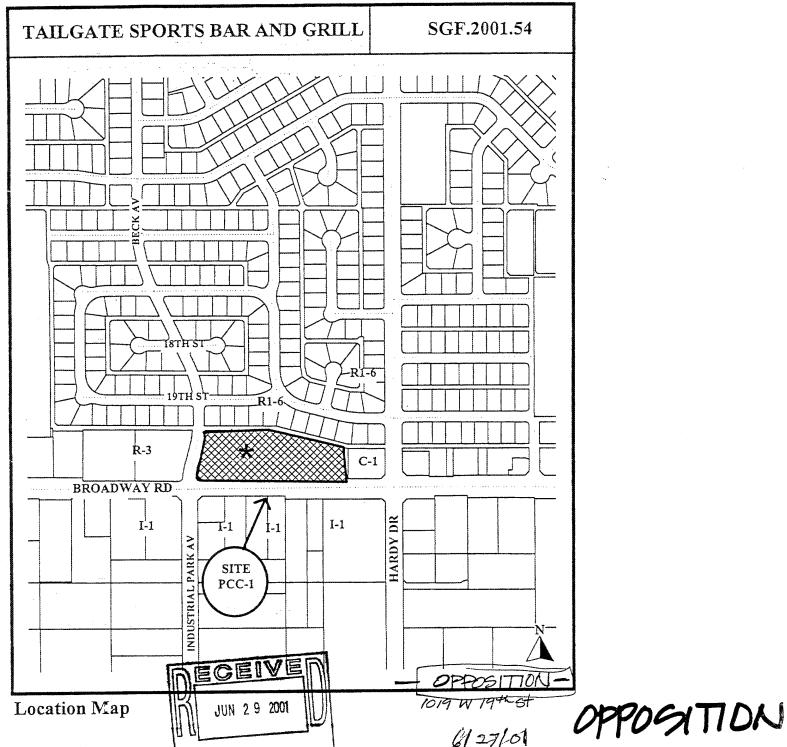
We received a notice in the mai, this week, for a public hearing July 10, 2001, 7 pm at the Planning and Zoning Commission meeting. The property permit being requested is for Tailgate Sports Bar and Grill, at 930 West Broadway Rd., #17, Tempe. We are unable to attend this meeting because wewill be on vacation out of state. However, we are very concerned and opposed to this permit for this property that is with in a 1/2 mile of an elementary school and is on the south side of the Parkside neighborhood where we live. A sports bar will bring the potentiality of more car accidents due to drunk driving and more rowdy driving behavior on this already busy street which borders our residential district. We do not care what it looks like. It's the noise and irrational driving behavior we are opposed to which accompany this kind of establishment.

Please forward our concerns to the Planning and Zoning committee.

Sincerely,

Donna and Tom Kruck 915 West 19th Street Tempe, AZ 85281 480-966-4374 OPPOSITION

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L'haue lived on West 19th St for 31 years. We do not red another Bar in this own — across the Street from the proposed location, on South Side of Broadway about bardy a Beech There is a bar as well as a liquor and Beech There is a bar as well as a liquor the - enough is enough! Baran root an cesset

F

Adam P. Carey 1127 W. 17th St. Tempe, AZ 85281-6417 (480) 804-0804

July 6, 2001

To Whom it May Concern,

As a long time resident of the neighborhood I see no problem with the opening of a sports bar/grill. It would be a welcome addition to the area in my opinion. Currently there are no other establishments that offer such a service. The chosen location for the business is located commercially and I see no interference with surrounding homes. I look foward to having such a business in my neighborhood.

Sincerely,

Adam P. Carey

DECEIVE

JUL 9 2001

GUPPORT "6"
TAILGATE GRORTS BAR

July 9, 2001

Catherine Babcock 721 West 12th Street Tempe, AZ 85281 480-921-9396

To Whom It May Concern:

I would be pleased to have a sports bar/grill in my neighborhood, there isn't anything similar available at the moment. I don't feel it would cause traffic or noise problems for our area.

I look forward to having a sports grill close by.

Sincerely,

Catherine Babcock

Jo Herine Bab cock



TAILGATE COAR

'6''



NORTHWEST TEMPE Planning Area Advisory Board

Appointed by Mayor Giuliano in 1999, the Northwest Tempe Planning Area Advisory Board seeks neighborhood sustainability by establishing policies that enhance valuable housing stock and encourage responsive and responsible development that preserves and enhances local heritage and character while fostering livability.

agenda topic:

Tailgate Sports Bar & Grill, 930 W. Broadway, #17

to:

Steve Venker, Principal Planner

Dave Fackler, Development Services Manager

Bonnie Richardson, Neighborhood Planning Manager

from:

Roy Hoyt, PAAB Chair

staff contact:

Eric Hansen, Community Design + Development Division

description:

Use Permit request to allow for a sports bar to operate in PCC-1:

Use Permit request to allow parking to be provided based on demand (shared parking); Variance request to wave requirement of parking by demand for sites of at least 100,000

s.f. of total gross area.

The Northwest Tempe Planning Area Advisory Board Chair reports that:

- The applicant for the Tailgate Sports Bar & Grill has not met with the Northwest Tempe Planning Area Advisory Board (PAAB) prior to meeting with the Planning + Zoning Commission [10 July 2001], as is the established protocol for projects within the formal Northwest Tempe Planning Area.
- The PAAB Chair has received concerns and comments about this potential land use adjacent to residential parcels, and its associated impacts.
- The PAAB Chair requests for a continuance to be granted at the Planning + Zoning Commission [10 July 2001 meeting], to allow for proper protocol to occur.



RECOMMENDATION

NORTHWEST TEMPE Planning Area Advisory Board



Appointed by Mayor Giuliano in 1999, the Northwest Tempe Planning Area Advisory Board seeks neighborhood sustainability by establishing policies that enhance valuable housing stock and encourage responsive and responsible development that preserves and enhances local heritage and character while fostering livability.

project:

930 W. Broadway Road, #17

applicant:

Alex Cusack, Tailgate Sports Bar & Grill

meeting date:

11 July 2001

to:

Fred Brittingham, Planning Director

Bill Kersbergen, Principal Planner, Design Review Steve Venker, Principal Planner, Planning + Zoning Jim Peterson, Hearing Officer/Board of Adjustment

cc:

Roy Hoyt, PAAB Chair

Bonnie Richardson, Neighborhood Planning Manager

staff contact:

Eric Hansen, Community Design + Development Div. Ryan Levesque, Community Design + Development Div.

description:

Use Permit to allow a 2,520 s.f. sports bar in the PCC-1 Zoning District.

Use Permit to allow parking to be provided based on demand.

Variance to waive the requirement of Parking by Demand for sites of at least 100,000 s.f. of

gross floor area.

RECOMMENDATION

The Northwest Tempe Planning Area Advisory Board supports the requests, subject to the condition that the applicant look at closing the bar at midnight instead of 1 a.m. (7-0); 2 abstentions, Kirby Spitler and Laura Godwin.

Holdeman Neighborhood concerns:

- ♦ A narrow alley way adjacent to neighborhood residents; problems could occur.
- Operating hours until 1a.m. may produce noise and activities in the alley.
- Potential smells emanating from the business, including food and alcohol, are undesirable.

Applicant's response:

- No activities in the 30' between back of building and alley, by patrons or employees. The morning crew will dispose of trash
- All patrons will access Tailgate Sports Bar & Grill from the south entrance; no outdoor dining.
- Brand new, state-of-the-art cooking hood = no smells; trash collected in sealed trash bags.

